

Sycamore Square Apartments

“Sycamore Square Apartments is currently at 100% occupancy and hasn’t fallen below 97% during the past five years. Those amazing statistics are due in part to AmRent’s great services. The criminal and credit databases are critical to our resident screening process. With AmRent, we know we’re able to find quality residents and offer a safe and secure environment.”

Diane Sawyer
Senior Property Manager
Sycamore Square
Apartments

The Client

Gold Key Realty, Inc. owns and manages Class A properties in southwestern Ohio and northern Kentucky. Diane Sawyer joined the company in 2003 as senior property manager for Sycamore Square Apartments, which offers 201 units in Dayton, Ohio.

The Issue

Ms. Sawyer wanted to ensure that the superb occupancy rate did not falter under her tenure. Since she had used AmRent’s services for six years before joining Gold Key Realty, Inc., she felt confident she would be able to maintain the high occupancy rate.

The Objective

In addition to maintaining a high occupancy rate, Ms. Sawyer, like other senior property managers at Gold Key Realty, Inc., depend upon all of AmRent’s services to meet the company’s mission: maintain the highest standards, quality control, attention to detail and commitment to excellence in service.

The Strategy and Tactics

Gold Key Realty, Inc. has partnered with AmRent to effectively screen and approve applicants since 1992. Senior property managers, including Ms. Sawyer, rely on AmRent’s accurate screening information to ensure rental profitability. They utilize AmRent’s extensive credit, criminal and sex offender databases, as well as rental record and eviction information. Ms. Sawyer, like other property managers, also uses Decisions, which combines specific screening criteria with AmRent’s statistical risk model, RentWise, to evaluate each applicant’s credit report and provide recommendations based on rental and criminal criteria.

Results

In addition to maintaining excellent occupancy rates at properties like Sycamore Square, Gold Key Realty, Inc. is able to serve residents better by providing safe communities with quality residents. In fact, many property managers, including Ms. Sawyer, take customer service one step further by sharing a credit analysis report with the prospective resident so they know exactly where they stand and what it will take to build credit. This service is called CreditXpert, and it helps property managers improve retention rates by giving them a summary of each prospective resident’s credit score. Both positive and negative factors that influence that score are listed in each report, such as payment history and credit usage. Ms. Sawyer also cites AmRent’s focused customer service as another reason the resident screening process proceeds efficiently and effectively, thus leading to extraordinary occupancy rates. She noted that her account executive is always available to answer any question quickly and concisely, at a moment’s notice.